

Long -Term Care Awareness Campaign

Own Your Future

Awareness Campaign Overview

The “Own Your Future” Long-Term Care Awareness Campaign is a national initiative to increase consumer awareness about planning for long-term care. Through a collaboration between the federal government and individual states, persons who are beginning the process of preparing for their retirement years are encouraged to include long-term care planning within their overall retirement goals. The federal government provides funding for a “core set” of Campaign activities, while the states provide sponsorship of the Campaign through the active participation of their Governors, as well as through their support of complementary Campaign activities.

Many people do not like to think about their future long-term care needs and therefore fail to plan appropriately. If individuals and families are more aware of their potential need for long-term care, they are more likely to take steps to prepare for the future. From a public policy perspective, increased planning for long-term care will increase private resources for purchasing long-term care services and supports, and will reduce the burden on public financing sources as the national population ages.

Campaign History and Funding

The “Own Your Future” Awareness Campaign began as a Demonstration, and is now operating as an ongoing program with multi-year funding from Congress. In 2005 and 2006, U.S. Department of Health and Human Services (HHS) supported two rounds of Campaign activity, with nine states participating in the initial Demonstration phase. The nine Demonstration states were Arkansas, Idaho, Kansas, Maryland, Nevada, New Jersey, Rhode Island, Virginia and Washington. Based upon the success of the Demonstration campaigns, Congress enacted five additional years of funding through the Deficit Reduction Act of 2005.

In September 2006, HHS announced the selection of additional states for participation in the “Own Your Future” Campaign, contingent on each state’s ability to pass a Readiness Review demonstrating their preparedness. Currently these states are Georgia, Michigan, Nebraska, South Dakota, and Texas. Additional Campaign states will be selected in the years 2007, 2008, and 2009.

National Clearinghouse for Long-Term Care Information

In addition to providing continued support for the “Own Your Future” Campaign, the Deficit Reduction Act of 2005 also provided funding for the National Clearinghouse for Long-Term Care Information, an HHS-sponsored website that provides in-depth information about the risks and costs of long-term care, as well as long-term care planning options. The website, launched in the fall of 2006, can be found at www.longtermcare.gov.

Sponsors

Centers for Medicare & Medicaid Services

Office of the Assistant Secretary
for Planning & Evaluation

Administration on Aging

National Governors Association

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Campaign Activities

The “Own Your Future” Campaign is a direct mail Campaign designed to encourage the target market to seek information about long-term care planning. A letter from the Governor of each Campaign state is mailed to all households with members between the ages of 45 and 65, along with a brochure that provides information about how to obtain educational materials that will help them plan for their future long-term care needs. The Governor serves as a “trusted source” of information, devoid of any affiliation with commercial long-term care planning products or services.

The Governor’s letter encourages consumers to order a Long-Term Care Planning Kit, featuring two distinct educational products:

- ✓ A Long-Term Care Planning Guide that provides general information about important domains of long-term care planning, including financing, legal issues, family communications, community resources, and home modifications.
- ✓ An audio CD with interviews of persons engaged in several different types of long-term care planning activities.

Consumers can order the Long-Term Care Planning Kit by (1) returning a pre-paid business reply card; (2) calling a toll-free phone number (1-866-PLAN-LTC); or (3) ordering or downloading the Planning Kit at:

www.aoa.gov/ownyourfuture.

Complementary activities to the direct mail campaign have included media buys, sponsorship of town hall meetings, state-sponsored websites, bulk dissemination of Campaign materials through the aging network, upgrading of the state’s own long-term care insurance program for state employees, and discussions with large employers to promote long-term care planning.

Campaign Sponsors

Within the U.S. Department of Health and Human Services, the “Own Your Future” Campaign is jointly sponsored by the Centers for Medicare & Medicaid Services (CMS), the Office of the Assistant Secretary for Planning and Evaluation (ASPE), and the Administration on Aging (AoA). The National Governors Association has been a key partner in promoting “Own Your Future” with the nation’s Governors and state governments.

For more information:

More detailed information about the “Own Your Future” Campaign can be found at http://www.aoa.gov/ltc/awareness_campaign.asp or contact Hunter McKay, U.S. Department of Health and Human Services/OASPE at 202-205-8999, hunter.mckay@hhs.gov or Sam Shipley at 202-690-5949, samuel.shipley@hhs.gov.

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